

EXHIBIT & SUPPORT PROSPECTUS

25TH ANNUAL MEETING AND EDUCATION DAY

OF THE

SOCIETY FOR NEURO-ONCOLOGY

NOVEMBER 19-21, 2020

WWW.SOC-NEURO-ONC.ORG

SNO 25th
Anniversary
Society for NeuroOncology

Be a Part of the World's Largest Meeting of Neuro-Oncology Professionals!

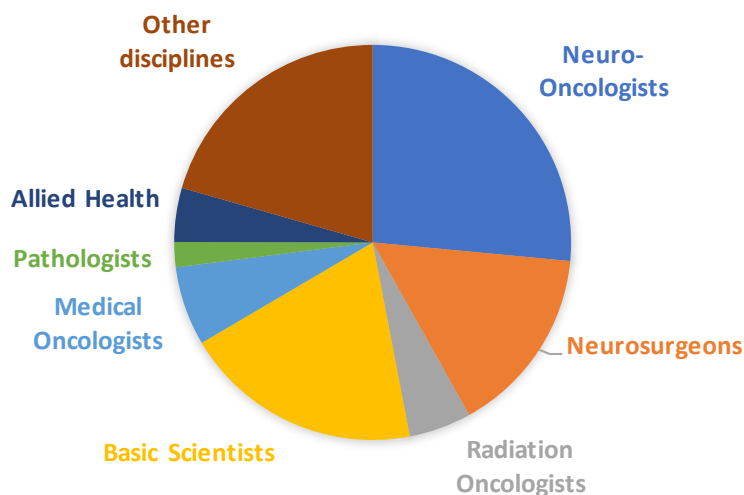
MEETING DEMOGRAPHICS

The Society for Neuro-Oncology offers unparalleled access to every sub-specialty in the field of neuro-oncology, including:

- Neuro-Oncologists - 800
- Neurosurgeons - 400
- Radiation Oncologists - 200
- Basic Scientists - 400
- Medical Oncologists - 200
- Pathologists - 60
- Allied Health/Nursing - 150
- Other disciplines - 300

Over 2600 researchers and clinicians attended our last in-person meeting in Phoenix, Arizona. For this year's virtual meeting we expect registration to be larger still. The SNO annual meeting is a truly global event that routinely attracts attendees from over 40 countries.

SNO MEETING ATTENDEES



SNO 2020 THEME

The theme of this year's meeting is 2020 Vision for the Future. The conference will focus on cutting-edge topics that will shape the future of neuro-oncology, including single-cell sequencing, big data and predictive analytics, biomarkers and liquid biopsy diagnostics, and the role of AI in neuro-oncology research.

SNO2020 Meeting

Exhibit & Support Opportunities

ABOUT THE MEETING

The 25th Annual Scientific Meeting and Education Day of the Society for Neuro-Oncology will be held virtually this year. Through a comprehensive on-line platform, the SNO virtual meeting provides an excellent opportunity to promote the advances in neuro-oncology made by your company to this specialized, multidisciplinary group of healthcare professionals. We anticipate that over 2600 neuro-oncology professionals will register for the event.

MULTIDISCIPLINARY REACH

Supporters and exhibitors at SNO2020 have the benefit of reaching the entire range of multidisciplinary professionals working in the field of neuro-oncology. This meeting provides an unique opportunity to associate with these professionals and to strengthen and establish lasting partnerships. Whatever your product or service, exhibiting at this meeting will connect your organization with the neuro-oncology professionals who will shape the future of neuro-oncology in North America and worldwide.

ETHICAL CONSIDERATIONS

Exhibitor shall not offer gifts to physicians individually unless such gifts are not of substantial value. Textbooks and other gifts are appropriate only if they serve a genuine educational function. Individual gifts of minimal value are permissible as long as they relate to the physician's work (e.g., pens and notepads). The SNO name and/or logo may not be part of any Exhibitor-distributed materials.

ELIGIBLE EXHIBITS

SNO retains the sole and exclusive right to determine which organizations may exhibit at the SNO Annual Meeting. Exhibits will be limited to only the company listed in Appendix A of this document. The approved company may exhibit oncological products, equipment and services whose efficacy has been determined as required by law and which are commercially available. All items must comply with all local, state and FDA regulations. Only the sign of the company whose name appears on the face of the Exhibit Agreement may be placed in the booth or appear on any printed list of Exhibitors. No exhibits or advertising will be allowed beyond the perimeters of the booth. The FDA imposes rules and regulations on displayed products. These rules relate to appropriate labeling of displayed products, sponsoring hands-on events for non-approved products and booth descriptions listed in convention programs. Further information may be obtained from the FDA.



Meeting Support Levels

The SNO 2020 Virtual Meeting will be the premier event this year for multidisciplinary professionals involved in the field of neuro-oncology. Make a lasting impression with this highly dedicated group of neuro-oncology specialists by becoming a corporate supporter.

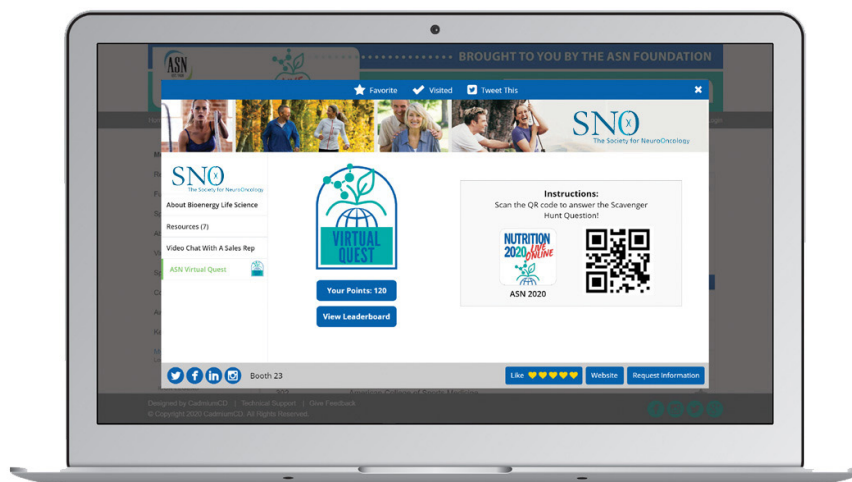
ACKNOWLEDGEMENT	CONTRIBUTOR	SUPPORTER	BENEFACTOR	PLATINUM
	\$6,000	\$14,000	\$28,000	\$44,000
Recognition in SNO Annual Report	•	•	•	•
Listing in Annual Meeting Program	•	•	•	•
Access to Exclusive Meeting Opportunities	•	•	•	•
Website Listing	•	•	•	•
Recognition Slide During Breaks	•	•	•	•
Logo on virtual site	•	•	•	•
Logo Linked in Meeting App	•	•	•	•
Complimentary Registrations	2	4	6	8
Complimentary Virtual Exhibit Booth		•	•	•
Acknowledgment During Meeting		•	•	•
Discount on Industry Satellites			•	•
Upgraded Virtual Booth (see pages that follow)			•	•
Longer company/organization summary within the app and the virtual stage			•	•
Premium Placement in all Meeting Materials			•	•
Logo on SNO Homepage with Hyperlink for One Year				•
Larger Logo Throughout the Virtual Environment				•
Seat on Partners Advisory Council				•

Virtual Exhibits

The SNO annual meeting virtual environment provides an unparalleled opportunity for your company to have exposure with the entire neuro-oncology community. The virtual exhibit hall will be prominently featured on the conference homepage and each exhibitor will have a branded microsite that can be customized. sponsorship area.



SNO Quest

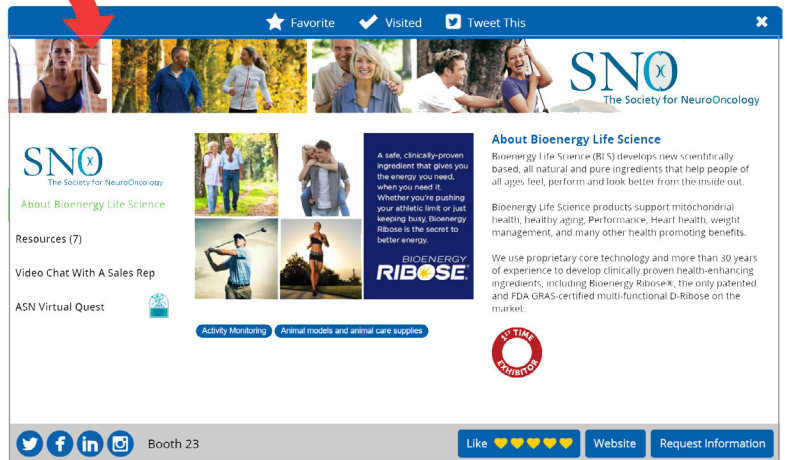


All exhibits will automatically be included in “SNO Quest” an interactive electronic scavenger hunt designed to drive traffic to the exhibit area. By simply scanning the QR code included on your microsite, registrants will be able to learn more about the work your company is doing in the field of neuro-oncology, and at the same time compete other other attendees for a range of prizes.

Exhibit Enhancements

From this....

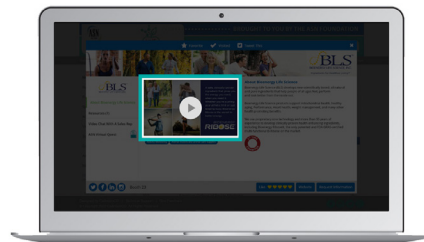
...to this!



Exhibitors can upgrade to an enhanced virtual exhibit booth to add a range of features to allow your organization to stand out and maximize attendee interactions. Details on enhanced booth are provided below.

Add Video Message

Share a video with attendees to introduce them to your company. It's a great way to draw them in. We recommend videos between 20 seconds and 3 minutes.



Booth Banner

This is an effective way to make your booth much more noticeable to attendees and have it stand out. Attendees will see a horizontal banner across the top edge of your virtual booth. If their screen is very small then they can see a vertical banner instead. Either way, your booth will really pop when attendees see it.

Longer Description

Your virtual booth's 'Description' is collected in the 'Company Details and Description' task. By default it is limited to 300 characters, but you can extend this limitation to up to 1,000 characters with an enhanced booth.

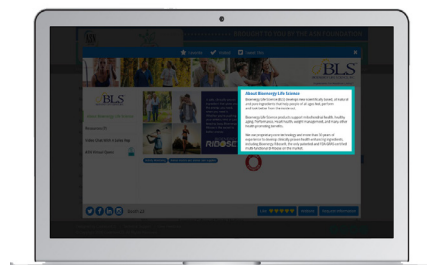
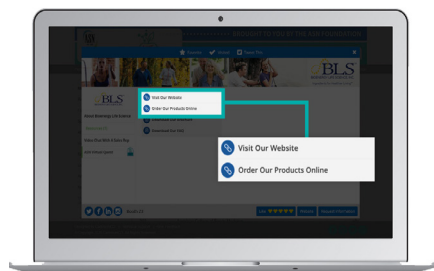


Exhibit Enhancements

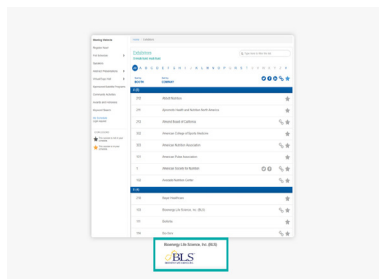


Web Links (2)

Provide additional URLs to be posted on your Virtual Booth. It is common to include links to press releases, product web pages, and forms.

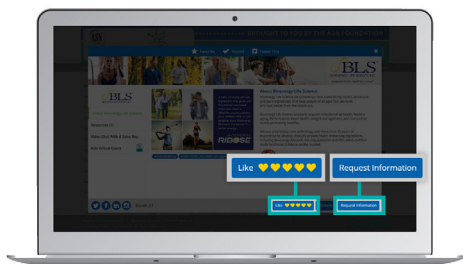
Upgraded List Presence

Your logo will show in the lists of other companies like Browse by Company and Browse by Category. This makes your company stand out more and become more recognizable.



Video Chat (with attendees)

Your booth staff will be able to video chat with attendees. Attendees can jump into your video chat, just like when they walk up to a booth at a live event.



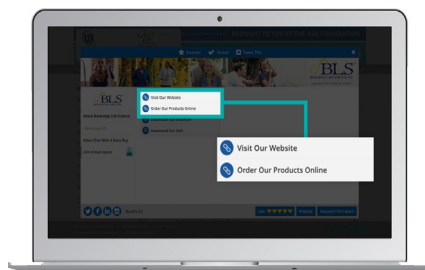
Lead Retrieval

This will enhance your online presence by adding:

1. Attendee impression tracking (you will see who visited your booth)
2. Request Information button so attendees can contact you and share their information and interests.
3. A Like button so you can see which attendees liked your booth the most.

PDF Files (2)

You can upload PDF documents to share with attendees in your booth profile. This is a great way to share product data sheets and other company literature with attendees.



EXHIBITOR APPLICATION

We wish to exhibit at the 25th Annual Scientific Meeting and Education Day of the Society for Neuro-Oncology.

Organization _____

Address _____

City _____

State _____

Zip Code _____

Contact person _____

Email Address _____

Tel. _____

Registrant 1 _____

Email Address _____

Registrant 2 _____

Email Address _____

Registrant 3 _____

Email Address _____

Registrant 4 _____

Email Address _____

PAYMENT INFORMATION

☐ Standard booth: \$2800.00 (includes two registrations)

☐ Enhanced booth: \$3900.00 (includes two registrations)

☐ Additional registrants \$500 each x _____

My check in the amount of \$_____ is enclosed

Please charge my credit card for \$_____

☐ VISA

☐ Mastercard

☐ Amex

Card # _____ Exp. Date _____ CCV # _____

Name on Card _____

Mail, fax or email completed forms with payment to:

Society for Neuro-Oncology

Attn. Megan Bell Johnston

PO Box 273296

Houston, TX 77277-3296

Phone: 713-526-0269 Fax: 801-421-0269

Email: megan@soc-neuro-onc.org

EXHIBIT APPLICATION DEADLINE

To secure your space, please fill out the Exhibitor Form and return to SNO at the address above before October 19, 2020.

REFUNDS/CANCELLATIONS

Cancellations received prior to October 19, 2020 will receive a full refund of the exhibit space fee, less a \$250 administrative fee. Cancellations received on or after September 20, 2020 will forfeit all exhibit fees.

ADDITIONAL EXHIBITOR REGISTRATION

Two (2) complimentary registrations are included with the price of each exhibit space. Additional registrations per booth are available at a cost of \$500 per badge. A unique email address must be provided for each registrant.

DISCLAIMER

The conference organizers do not endorse the commercial products, equipment, or services presented by exhibitors and/or financial supporters of this meeting.

SNO PARTNER FORM

YES! We wish to partner with the Society for Neuro-Oncology at the level marked below.

☐ Platinum (\$44,000)

☐ Benefactor (\$24,000)

☐ Supporter (\$14,000)

☐ Contributor (\$6,000)

PAYMENT INFORMATION

☐ My check in the amount of \$_____ is enclosed

☐ Please invoice my organization

☐ Please charge my credit card for \$_____

☐ VISA ☐ Mastercard ☐ Amex

Card # _____ Exp. Date _____ CCV # _____

Organization _____

Address _____

City _____

State _____

Zip/Postal Code _____

Country _____

Contact person _____

E-mail Address _____

Telephone _____

Send completed form to:

Megan Bell Johnston
Society for Neuro-Oncology
PO Box 273296
Houston, TX 77277-3296
Phone: 713-526-0269
Fax: 801-421-0269
Email: megan@soc-neuro-onc.org

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